

Hang Your Hat In History
OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943
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CHAMBER DIALOGUE

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February/March 2011

Chamber hosts Grand Opening / Ribbon Cutting for Kerrie's Creations

Family, County Judge Deaton, Commissioner's Childress, Martinez and Tambunga, Chamber Ambassadors Nell Wester, JoAnn Babbitt, Shirley Kirby and Melinda Malone, and friends came together for the Grand Opening and Ribbon Cutting hosted by the Ozona Chamber of Commerce for Kerrie's Creations located at 512 9th Street on the town square, Saturday, April 2nd. "We are here today to celebrate and congratulate Kerrie on the expansion of her home based business to her new store," said Chamber Executive Director, Shanon Biggerstaff.



Guests were buzzing with delight about the beautifully decorated new store. Everything from the colorful and bright window display, to the new lighting in the high ceilings, to the wonderfully painted walls and photographs. The location had been completely transformed with products displayed and exhibited in such a way that perfectly depicted the theme of the shop. Everyone enjoyed refreshments and talked about the bear claw bathtub cake with edible bubbles and floor mats.



Kerrie's Creations began as a home based, family owned and operated business started by Kerrie herself last year. Kerrie produces all natural bath, beauty and aromatherapy products. "My interest began when I noticed my children and family members began to have reactions to many different bath products," said Kerrie. Kerrie worked for Morad Associates, a lab at the Whitney hospital, for two years where she developed her skill to create her all natural products and original scents.



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All of Kerrie's Creations products will be created in her workshop at the back of the store with the help of her husband John and best friend Jennifer Lackey who operates the Whitney Branch of the business. "If you are someone who is prone to allergies, or have had a reaction to another product whose scent you like, we can match that scent for you. We can custom make your own special lotion, soap or shampoo," said Kerrie.

Kerrie has also created a line of her own original scents, the most popular now being the newly created "Ozona" scent. All the ingredients are products made in the USA. Kerrie is also a member of the Texas Department of Agriculture and her creations are now recognized and featured in the Go Texas Program as Texas produced products.

Kerrie's Creation's has a wide array of lotions, body washes, soaps, salts, scrubs, massage oils, shampoos and conditioners for both men and women. You will also find an assortment of jewelry, Texas and other souvenirs, and decorative I.D. badge holder for nurses and teachers.

Store hours are Monday through Friday from 9am to 5pm, and Saturdays from 9am-1pm. For more information contact Kerri Baker at Kerrie's Creations at 392-2222, or visit www.Kerriecreations.com for customer testimonials, a list of products, ingredients, pricing, on-line shopping and a buy one, get one free special!



Chamber Welcomes New Members

Ronny & Kat Clayton

P.O. Box 4134

Ozona, TX 76943

Individual Supporters

Twisted Sisters

Dawn Burns, Luann Perner Pierce, Lynn Perner

1010 Avenue E, Ozona, TX

325/650-4301

dawnburnscarter@msn.com

General mercantile resale store

Vintage & retro items

M-F 10am-5:30pm, Sat. 11am-5pm

Bud's Auction Service-Lonnie (Bud) Field-Owner

9502 Grapevine

San Angelo, TX 76943

Will auction any and everything that's legal except the Bible & the flag!

El Chato's Restaurant

Danny Moran

1201 15th Street, Ozona, TX

325/392-5808

Daniel.moran67@yahoo.com

Full service restaurant and catering service

M-F 11am-2pm, Sat. closed, Sun. 11am-2pm



**The Chamber of Commerce
recognizes
MONTY'S MAINTENANCE
as our MARCH
Business of the Month**

Monty and Camille Allen relocated from Fort Worth to Ozona in July 2004. “When we first moved here I was working in maintenance out at the Ozona Country Club taking care of the golf course,” said Monty. “What started out as a few requests, two years later led to a full time plumbing business”.

Monty's Maintenance is a full service business that services residential, commercial, industrial and rural areas. They service the Ozona, Sonora, Big Lake, Iraan, Barnhart, Sheffield and surrounding rural areas, including hunting camps. Monty's Maintenance offers video camera inspections and drain cleaners for all sizes. They are available 24 hours a day for emergencies, and can be reached on weekends or holidays. They offer a senior discount for those 60+, and a church discount. A 30 day warranty is offered on most jobs for free.

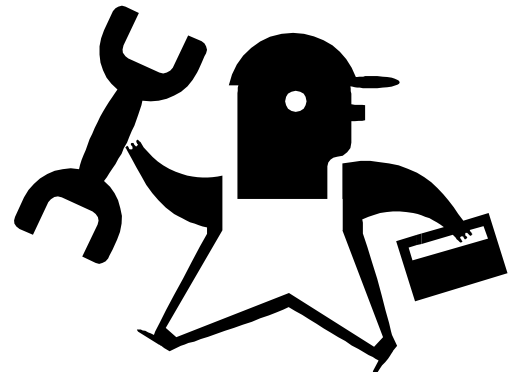
Monty is a Master Plumber. “Once a year the state requires continued education in the field, and I feel this is an added service to the community to know they have a local professional who can provide them quality service they can trust. We truly appreciate all of the support we have received over the years, and are honored to have been selected as Business of the Month”

“I like the challenge of fixing a problem, seeing the end result and knowing I could help a customer. The toughest part of this business is finding qualified plumbers. Our customers are important to us, and we want to give them the best service possible”, said Monty.

Monty's wife Camille, formerly the Director for the Crockett County Museum, is now working and managing the business with Monty full-time in an effort to provide even better service. Monty and Camille have a 20 month old daughter, Whitney.

“We will be set up to take credit cards soon”. For more information you can reach Monty or Camille at 392-3856 or 226-9505.

The Chamber of Commerce would like to recognize Monty's Maintenance for their effort to provide quality customer service in addition to being an added asset to the local business community.



The Chamber of Commerce recognizes MI TACO as our February Business of the Month



The Ozona Chamber of Commerce has selected Mi Taco as our February Business of the Month.

Joe Tobar was born and raised and went to school in Ozona. “My family has been in the restaurant business and has operated a number of restaurants in Ozona for over 66 years. We opened Mi Taco eight years ago and my wife Aurora and daughter s Leticia Sanchez, and Lily Payne

are running the shop,” said Joe. “We opened Mi Taco because there seemed to be a need for another breakfast spot and, we have since expanded our menu to include lunch.”

Mi Taco is open Monday through Friday from 6 a.m. to 2:00 p.m. and closed Saturdays and Sunday. You can drive up or drive through and place your order. You can even call in your order and swing by to pick it up.

“Anytime we have opened a business in Ozona the community has supported us. The Tobar family first operated the old MM 24 hour Truck Stop that is now Pepe’s Café. We also ran the old BJ’s Grocery Store. We have just reopened El Chato’s restaurant and have for many years catered to many local weddings and family reunions.”

Mi Taco offers breakfast burritos, burgers, chicken fried steak, chicken strips, steak fingers, beef or chicken tapatios, taco plates, quesadillas, chicken or beef shrimp, asado plate, sandwiches, grilled and crispy chicken salads, taco or shrimp salads , sodas and tea.



Happy Anniversary

The Ozona Chamber of Commerce would like to wish the following members a **HAPPY ANNIVERSARY**, and THANK YOU for your support of the Chamber organization, its programs and services, and your community. We would like to recognize and express our **SINCERE** appreciation to the following members who joined during the months of February and March:

Burl Myers, C.P.A.-1996

Economy Inn & RV Park-1996

Mr. B.E. Cleere-1996

Mrs. Dick Kirby-1996

Super 8 Motel & RV Park-1996

Harrell Rancho Los Robles-1995

Safari Studios-2010

Baggett Family Limited Partnership-2004

Circle Bar Cable TV-1996

Mr. & Mrs. L.B. Cox, III-1996

Mr. Steve Kenley-1996

Ozona Insurance-1996

The Ozona Stockman-1996

Mr. & Mrs. Joe Moran-2003

Debbie Forehand Wilson, Realtor-2010

Clayton–Hill Ranches-1996

Mr. A.O. Fields-1996

Mrs. Charles Davison, III-1996

Southwest Texas Electric Coop-1996

Double “T” Ranch-1997

Mr. & Mrs. Bob Falkner-2004

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'Crazy' about the Chamber Banquet



MELISSA PERNER (THE OZONA STOCKMAN)
 THE OZONA CHAMBER OF COMMERCE held their 46th annual banquet on March 24 at the Civic Center. The event featured a performance by the Way Off Broadway Players production of "Always Patsy Cline" featuring Sherry Belk as "Patsy Cline" and Terry Weaver as Patsy's friend "Louise Seger" (top left photo), while musicians Sandy Stokes, of Ozona, and June Wheeler, of Abilene, (top right photo) plays the tunes. Triple C Hardware & Lumber was honored as the Business of the Year (middle photo) with co-owner Cole Crenwelge receiving the award from Chamber Chairman Brandon Asbill. Members also gave testimonies and information about the chamber and their local business, like Rodney's Tender Taste of Texas (left) and Chamber Board Member Salley Oglesby-Harris (right) spoke on the interpretive trail project and recognized Crockett County and the Crockett County Road Department for all their help.

By Melissa Perner

The Chamber held their 46th annual banquet on March 24 at the Civic Center. It was a great success! The event featured a performance by the Way Off Broadway Players production of "Always Patsy Cline" featuring Sherry Belk as "Patsy Cline" and Terry Weaver as Patsy's friend "Louise Seger" (top left photo), while musicians Sandy Stokes, of Ozona, and June Wheeler, of Abilene (top right photo) played the tunes.

Triple C Hardware & Lumber was honored as the Business of the Year (middle photo) with co-owner Cole Crenwelge receiving the award from Chamber Chairman Brandon Asbill. Chamber members gave testimonies and information about Chamber services that have benefited their business, like Rodney's Tender Taste of Texas (left).

Chamber Board member Sally Oglesby-Harris (right) spoke about the Interpretive Trail project and recognized Crockett County and the Road Department for all their help.

The Chamber of Commerce would like one last time to thank our member sponsors who made this evening possible.

Thank you-

**Americas Best Value
 Hillcrest Motor Inn
 Preddy Tire Service
 Wool Growers Central Storage**

**Best Western Ozona Inn
 Holiday Inn Express
 The Ozona Stockman**

**First National Bank of Sonora
 Ozona Remodeling & New Construction
 West Texas Rehab**

Visitors to Chamber web site, www.ozona.com– January-March 2011

-The Chamber of Commerce web site at www.ozona.com had 10,255 visits January through March of 2011. Of these visits, 8,511 were new, and 1,744 were returning.

-Of the 10,255 visits, there were 21,740 page views, of these 14,656 were unique or 1st time visits.

There were 7,255 visits from an average of 47 countries per month.

9713 visits were from US

Top 5 States	Texas	6730	Top 5 Texas Cities	Houston	881
	California	588		Dallas	670
	New York	282		San Angelo	526
	Arizona	214		Austin	478
	Louisiana	208		Brownwood	491

Top 20 content searches

1	Ozona /Home	5843 Page Views
2	Hunting leases	3821
3	History	1754
4	Lodging	1022
5	Restaurants	798
6	Maps	577
7	Ozona	520
8	Job Postings	546
9	Events Calendar	482
10	Local Attractions	463
11	County Officials	440
12	Area Attractions	396
13	Municipal Airport	331
14	Hot Deals	276
15	Locations	273
16	Churches	245
17	Membership Directory	241
18	Location	273
19	Churches	245
20	Shopping	156

Chamber Master

943	Business Directory Searches-Chamber Membership Directory
727	Hot Deal Searches
4889	Member Page Hits

Facebook-November 2010

Monthly active users –average of 58 users per week
 New wall postings– 17 new wall postings for the quarter
 Visits-3161 total visits for the quarter
 Average number of fans-105 per week



Happy Anniversary continued from page 4

Ozona Veterinary Clinic-1973
 Travelodge-1996
 John Stokes, C.P.A.-1997
 Ozona Environmental-1998
 Farm Bureau Insurance-2009
 Nat Gas-2010
 EDRA-2008

JJ Portable Sales-1996
 Circle Bar Truck Corral-1997
 Stripes-1997
 Ozona Country Club-2000
 Dollar General 2010
 Premac-2010
 TMTC-2008

KHOS/KYXX FM Radio-1996
 Wool Growers Central Storage-1996
 Baskets & More Garden Center-1997
 Upham Insurance Agency-2004
 Triple C Hardware & Lumber-2002
 OTTER-2007
 Family Health Center of Ozona-2010

OZONA SPOTLIGHTED IN TEXAS HIGHWAYS

The March 2011 issue of Texas Highways Magazine will spotlight Ozona, titled on the front page, "The Ozona Zone." Travel Writer Rae Nadler-Olenick and her husband Walt were on their way home from Bakersville. Traveling east, they veered off the interstate and found the scenic loop that led them to Fort Lancaster. They also found Ozona. The article talks about Ozona Wool & Mohair, Silk Stocking Row, the Davy Crockett Monument, the courthouse, the Crockett County Museum, and the Emerald House. Before leaving Ozona they stopped at the Village Drug for a banana split.

According to Texas Highways, their worldwide readership is 315,000 and to date their Texas subscribers total 248,417. "Texas Highways has an impeccable reputation and people everywhere use this publication as a resource to plan their vacations to Texas, the third most visited state in the country," said Shanon Biggerstaff, Chamber of Commerce Executive Director

Texas Highways is a publication of the Texas Department of Transportation (TxDOT)-Travel Division. TxDOT oversees the twelve Travel Information Centers located across the state, and publishes, along with Texas Highways, the Texas State Travel Guide, Texas Accommodations Guide, Texas Monthly, Texas maps, and the Texas Events Magazine.

"The Chamber of Commerce sends a letter out to all of our local civic and other organizations requesting dates for annual events they may host. Responses are submitted and included in the Texas Highways Events magazine, in addition to regional media. It is our hope that these activities will not only create interest but generate traffic into our community".

"The cost to advertise in this publication is significant, so we are very fortunate and truly appreciative of the opportunity to be highlighted. Over 563,000 subscribers will learn about Ozona, and this does not include their on-line subscribers," said Biggerstaff.

Eighty seven percent of Texas Highway readers traveled to a Texas destination that was written about, of which 94% travel by car. Eighty five percent stay in hotels/motels during their travels. Fifty four percent visit historic sites and 51% visit museums. Fifty eight percent attend a Texas event. Sixty three percent used the magazine as a source for vacation information, and seventy-seven percent read the magazine to learn about Texas, its cities, towns, attractions, culture, history and events.



Advantages of your small business

Small businesses typically find it hard to compete with their large counterparts. However, they can have a competitive advantage in at least one respect; trust. According to a 2007 Harris Interactive poll, 96 percent of consumers have either a “great deal of trust” or “some trust” in small businesses. No other private or public institution received this large a vote of confidence. Let’s look at some ways in which to build trust with your customers.

The quickest way to lose trust is through perceived dishonesty. You can help avoid this situation by being very clear in all communications. Be upfront about your pricing and policies regarding returns, exchanges and other issues that are likely to raise questions. Don’t hide extra charges in the fine print. Be consistent.

Small businesses that have friendly employees who give customers their names build trust. This practice is recognized as a sign of accountability. Customers prefer to deal with people rather than impersonal machines and introducing themselves further emphasizes this individual relationship. Standing behind your products and services also gains trust with customers. This may cost you if you take back a damaged product or have to provide a service again, but earning a loyal customer will benefit your small business in the long run.

Many customers want to know more about the business they are dealing with, rather than less. Include a photograph of your staff on the wall of your business to help your customers feel like they know you better. Consider a blog or other personal account on your web page to invite customers into the workings of your company.

Many people are drawn to socially aware and environmentally friendly companies. If these values are part of what your business stands for, make your customers aware of it by publishing the information on your website and in your business. Get involved with your community by sponsoring events. This is a great way to increase name recognition while emphasizing your local values.

Solicit recommendations and testimonials from some of your current satisfied customers and place them prominently on your website or on the wall of your store. Then use them in marketing materials and advertising, with their permission of course.

How do you typically learn about good schools, a dependable doctor or a trustworthy landlord? You ask friends, family and co-workers for recommendations. It works the same way for small businesses. Once a few people have developed a favorable opinion of your company, word will spread and you will notice a difference in sales. Make sure you are devoted to your existing customers and keep them happy. They can be your best advertising.

This article was written by Mr. Paul Howard, Business Development Specialist and Certified Business Advisor III of Angelo State University’s Small Business Development Center. For more information on the topic of this article or the services of the ASU · SBDC, contact him at Paul.Howard@angelo.edu.

